

ORDER

KSNV

Orders

Order / Rev: 102336
Alt Order #: 06819920
Product Desc: NASIT
Estimate: 1244
Flight Dates: 09/14/12 - 09/17/12
Original Date / Rev: 05/31/12 / 07/16/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Nevadans Against Special Interest Tax - Revised
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	39	\$31,625.00	\$26,881.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$31,625.00	\$26,881.25	0.00
Totals	39	\$31,625.00	\$26,881.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$31,625.00
Market	100%	\$112,946.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$35,013.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$18,071.43
KTUD	1%	\$1,129.46
KVVU	17%	\$19,200.89
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$7,906.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/14/12	09/17/12	M-F 5-6a WakeUp w/WagM	5-6a		M---F--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--			3			\$400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/14/12	09/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M---F--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					3	\$400.00		0.00			
E 2	KSNV	09/14/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M---F--	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$725.00		0.00			
E 3	KSNV	09/14/12	09/17/12	Today Show Today Show	CM	658a-9am	M---F--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					3	\$900.00		0.00			
E 4	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$375.00		0.00			
E 5	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 6	KSNV	09/14/12	09/17/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M---F--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$425.00		0.00			
E 7	KSNV	09/14/12	09/17/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					1	\$325.00		0.00			
E 8	KSNV	09/14/12	09/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	M---F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$325.00		0.00			
E 9	KSNV	09/14/12	09/17/12	Noon News Noon News	CM	12-1230pm	M---F--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					3	\$425.00		0.00			
E 10	KSNV	09/14/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M---F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$450.00		0.00			
E 11	KSNV	09/14/12	09/17/12	News 3 at 4 News 3 at 4	CM	4-430p	M---F--	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$725.00		0.00			
E 12	KSNV	09/14/12	09/17/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	M---F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					1	\$725.00		0.00			
E 13	KSNV	09/14/12	09/17/12		CM	5-630p	M---F--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					3	\$1,200.00		0.00			
E 14	KSNV	09/15/12	09/15/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				To the Point											
NEWS 3: TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$425.00		0.00			
E 15	KSNV	09/14/12	09/17/12	M-F Jeopardy	CM	630-7pm	M---F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$1,300.00		0.00			
E 16	KSNV	09/14/12	09/17/12	M-F Wheel	CM	7-730pm	M---F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Wheel of Fortune											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$1,300.00		0.00			
E 17	KSNV	09/17/12	09/17/12	Mon PR 10-11p	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Monday Prime 10-11pm											
SMASH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$3,200.00		0.00			
E 18	KSNV	09/16/12	09/16/12	Sun PR 10-11p	CM	10-11pm	-----S	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Sunday Prim 10-11pm											
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$900.00		0.00			
E 19	KSNV	09/14/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$1,200.00		0.00			
E 20	KSNV	09/16/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,100.00		0.00			
E 21	KSNV	09/14/12	09/17/12	The Tonight Show	CM	1135p-1237a	M---F--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/12	09/20/12	M---F--					2	\$500.00		0.00			
E 22	KSNV	09/15/12	09/15/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,400.00		0.00			
													Totals	39	\$31,625.00